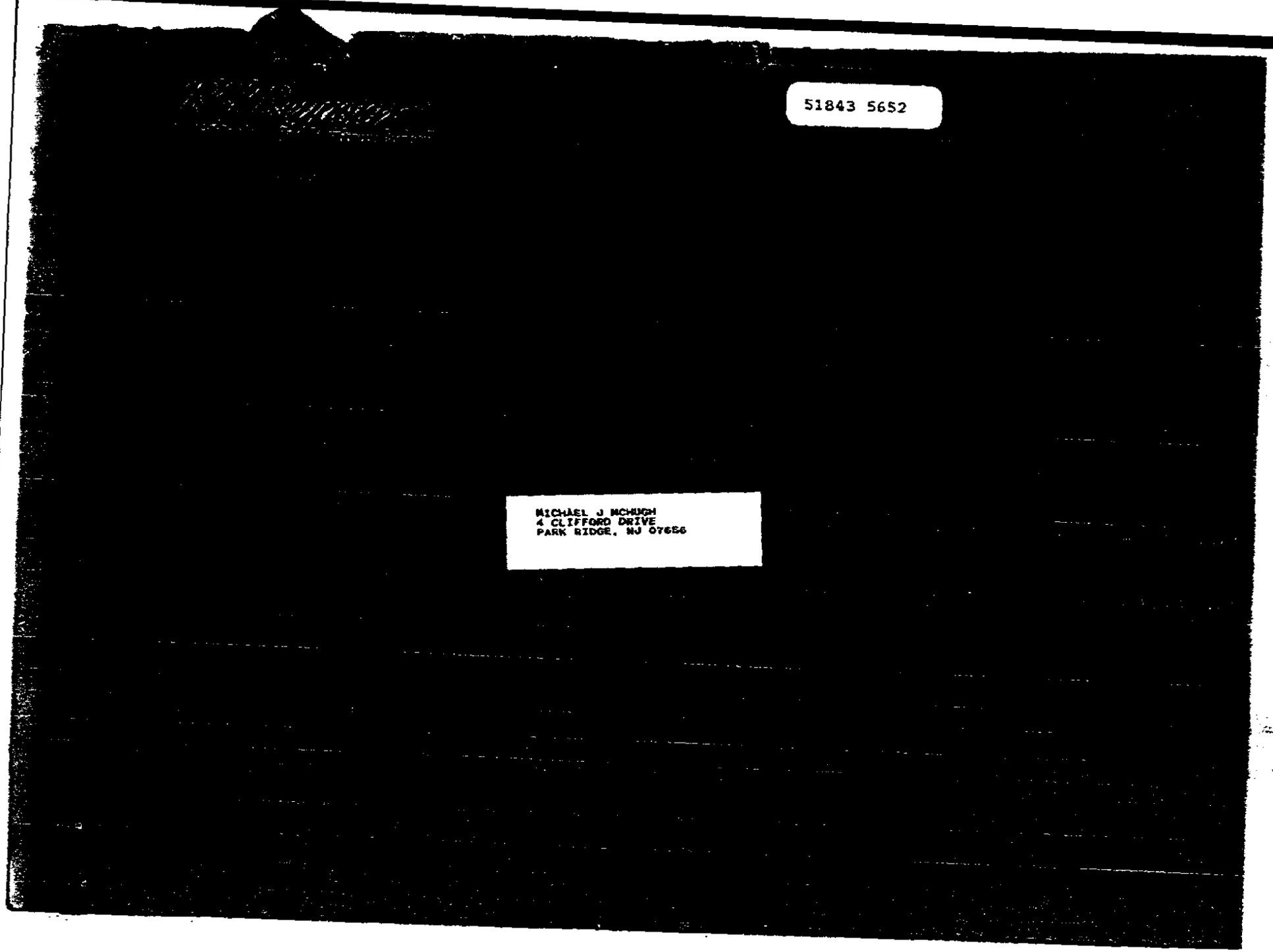

Source: https://www.industrydocuments.ucsf.edu/docs/szvp0000

R.J. Reynolds Tobacco Company

April 1998

336-741-5000
Winston-Salem, N.C. 27102

Dear Field Sales Employees:

In his recent speech to the National Press Club, Steve Goldstone, RJR Nabisco chairman, said: "Going forward, we are going to speak out and engage in the public-policy debate affecting our industry and our customers. ... We're going to talk to [people] about the intrusion of government into the free enterprise system, and the censorship and coercion of individual liberty."

Now is the time for us to start speaking out. Our company and the tobacco industry need our help and need it **now.** In the next few weeks, Congress will be debating various tobacco bills that will determine the future of R.J. Reynolds, the tobacco industry and of every one of us.

So, it's critical that we make our voices heard loud and clear — immediately. We must tell the decision makers in Washington that we have had enough of big taxes for big government.

We must contact our legislators. We must reach out to friends, relatives and retirees in North Carolina and in other states across the country. There are hundreds of thousands of people across this nation who think Washington has gone haywire and has transformed a reasoned debate about tobacco into a grab for new taxes. We must urge those people to make their voices heard.

How are we going to do this?

We're going to write letters; we're going to make phone calls; and we're going to provide others with information so that they will know the issues involved in this debate. We're going to encourage them to contact their legislators.

Enclosed is information for writing letters to newspaper editors and to Congress. The list of newspapers is composed of smaller weeklies. For the most part, subscribers to these newspapers are family-oriented people who we believe are very important to get engaged in this debate. We also urge you to write your local newspaper.

This packet includes: a newspaper editor and address; instructions on the elements you need to include in your letter; and important points you can make in your letter. Also, we ask that you enclose a note to the newspaper requesting a copy of your letter if it is published. *If you do write a letter, please send a copy to Dottie Ratledge, Records Management, 2-Plaza, so that we can compile a list of the newspapers contacted.*

Also enclosed is information on writing to Congress. Please reach out to your friends and relatives in your area and in other states and, ask them to write to Congress as well.

Thank you for helping to ensure the future of R.J. Reynolds Tobacco and every employee in this company.

Sincerely,

Andy

Andrew J. Schindler
President and CEO

Enclosures

"We work for smokers."

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